

## California 511 Statewide Workshop

### **Traffic.com Broadcast & Traffic One™**

Co-branded Commercial Real-time  
Traffic

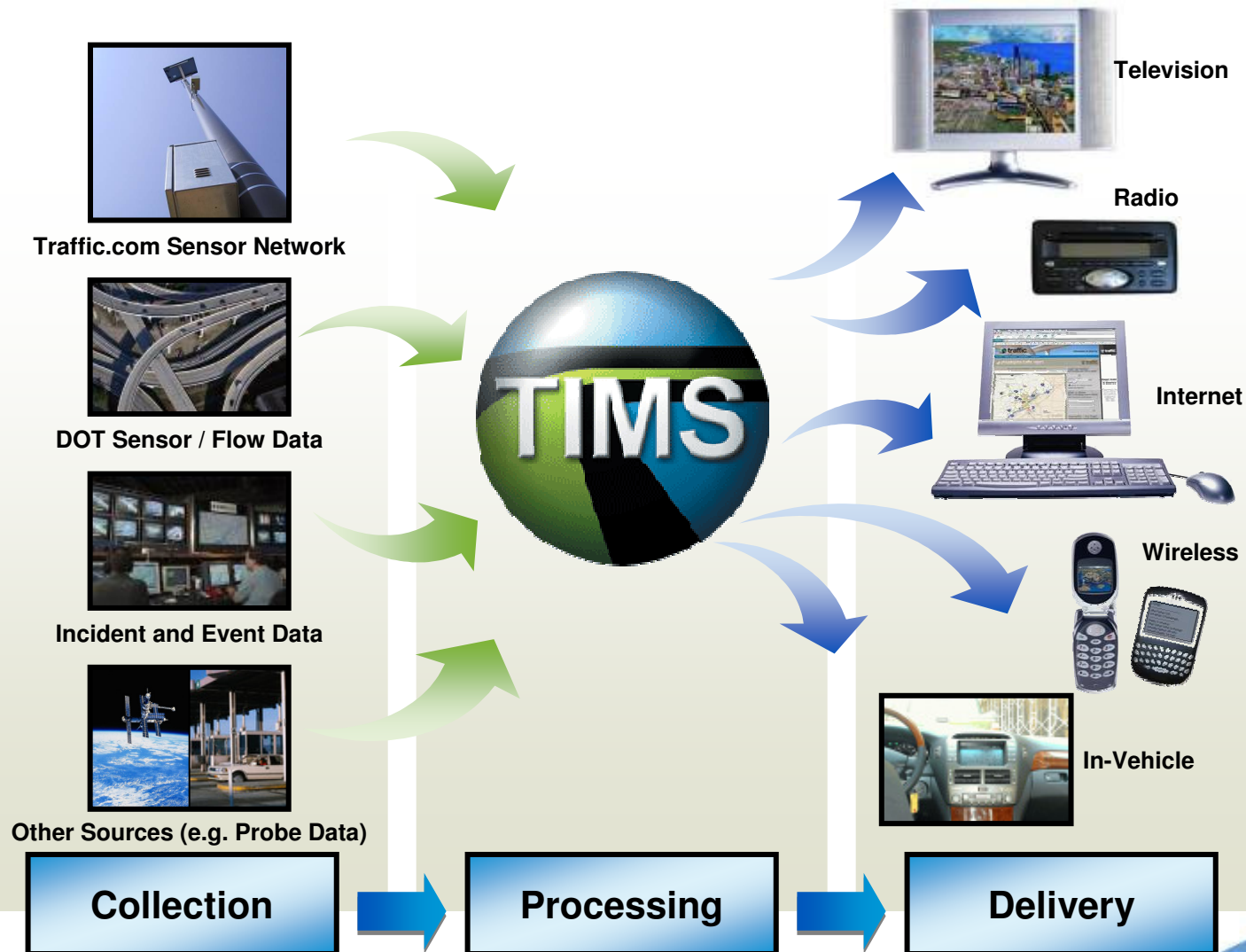
Information for On-Air and Website

**Accurate**


**Timely**

**Customized**


# The Traffic.com Integrated Solution



# Traffic.com Broadcast Screen (Radio and TV)



Metro Area:  
San Diego

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Filter By Criticality


Filter Future Items ☒

Enable Full Filtering ☒

Display Zones ☒

Short Description ☐

Create Report



0 critical entries Stop Refresh 17 secs

| <input type="checkbox"/>       | Time  | CRT | Type | Dir | Description   |
|--------------------------------|-------|-----|------|-----|---|
| <b>I-5 San Diego Frwy</b>      |       |     |      |     |   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | NB  | I-5: from Hwy 52 to I-805 : 5min avg speed 65mph  |
| <input type="checkbox"/>       | 17:09 | 2   |      | NB  | I-5: generally jammed past Del Mar Heights Rd (#34)   approaching Lomas Santa Fe Dr (#37) - accident on the shoulder - police on the scene                      |
| <input type="checkbox"/>       | 17:13 |     | KEYR | SB  | I-5: from I-805 to Hwy 52 : 7min (+2) avg speed 45mph   |
| <input type="checkbox"/>       | 17:00 | 2   |      | SB  | I-5: 0min La Jolla Village Dr (#28B) to Nobel Dr (#28A) , avg speed 44mph   1min Pacific Hwy (#18A) to Front St (#17) , avg speed 30mph   jammed at Division St |
| <b>I-805 Inland Frwy</b>       |       |     |      |     |   |
| <input type="checkbox"/>       | 16:46 | 2   |      | SB  | I-805: 4min (+3) Mira Mesa Blvd to Miramar Rd , avg speed 15mph   slow at Plaza Blvd  |
| <b>15 Escondido Frwy</b>       |       |     |      |     |   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | NB  | I-15: from I-8 to Hwy 52 : 4min avg speed 64mph    from Hwys 52/163 Split to Hwy 56 : 12min (+4) avg speed 45mph  |
| <input type="checkbox"/>       | 16:28 | 2   |      | NB  | I-15: generally jammed at Miramar Way   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | SB  | I-15: from Hwy 56 to Hwys 52/163 Split : 9min (+1) avg speed 57mph    from Hwy 52 to I-8 : 6min (+2) avg speed 52mph  |
| <b>I-8 Mission Valley Frwy</b> |       |     |      |     |   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | EB  | I-8: from I-15 to Hwy 125 : 10min (+3) avg speed 42mph  |
| <input type="checkbox"/>       | 17:13 |     | KEYR | WB  | I-8: from Hwy 125 to I-15 : 7min avg speed 62mph  |
| <input type="checkbox"/>       | 17:09 | 2   | ACC  | WB  | I-8: approaching I-805 - accident on the shoulder - police, tow truck on the scene - no injuries  |
| <b>Hwy-125/South Bay Exwy</b>  |       |     |      |     |   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | NB  | Hwy-125: from Hwy-54 to Hwy-94 : 4min avg speed 60mph    from Hwy-94 to Hwy-52 : 7min (+1) avg speed 61mph  |
| <input type="checkbox"/>       | 17:13 |     | KEYR | SB  | Hwy-125: from Hwy-52 to Hwy-94 : 7min (+1) avg speed 63mph    from Hwy-94 to Hwy-54 : 4min avg speed 65mph  |
| <b>Other San Diego Majors</b>  |       |     |      |     |   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | NB  | Hwy-163: Hwy 94/I-5 Split to I-8 : 4min (+1) avg speed 53mph  |
| <input type="checkbox"/>       | 17:13 |     | KEYR | SB  | Hwy-163: from I-8 to I-5/Hwy 94 Split : 4min (+1) avg speed 50mph   |
| <input type="checkbox"/>       | 17:13 |     | KEYR | EB  | Hwy-52: from I-15 to Hwy 125 : 12min (+5) avg speed 40mph   |



# 3D NexGen Graphics for Television



...\\Desktop\\KGTv fly.avi  
...\\Desktop\\KGTv Fly2.avi

NAVTEQ



# Traffic One Content

One-to-Many

*Personalization*

One-to-One

## Broadcast

**TV**

Broadcasters working to connect with and impact their listeners in new ways.

**Radio**

## Internet

Growing influence of web sites and streaming.



TV and Radio web sites



Radio co-branded Traffic.com web sites

## Wireless

Listener service with station brand.



Phone alerts with station branding.



Text and HTML alerts with station branding

# Delivery: Informing the Traveling Public





# Map, Hotspots and Traffic Summary..... In One Place

KCSM PUBLIC TELEVISION & PUBLIC RADIO

KCSM Jazz 91.1 KCSM-FM

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**Map** **Video**

☒ Flow ☒ Incidents ☐ Roadwork

[View Larger Map](#) | [Try our new map!](#)

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[Mostly Cloudy - 80° F](#)

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From the recorded note to the standing ovation, we're there.

**H** Harman International [Click here to experience our world.](#)

**Traffic Hotspots** [All Hotspots](#)

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# More Local Content at-a-glance

[View Larger Map](#)

## Traffic Summary

### Incidents

[All Incidents](#)



#### Hwy-905

Slow at Otay Mesa Border Crossing - - Passenger Vehicles: 10 of 12 lanes open - 20 minute delay || Commercial Vehicles: 6 of 8 lanes open - 65 minute delay || Updated: 12:00PM



#### I-15 - Southbound

Approaching Adams Av - earlier accident - SigAlert CANCELED

### Roadwork

[All Roadwork](#)



#### I-15 - Southbound

Between Via Rancho Pkwy and Carmel Mountain Rd - BRIDGE DEMOLITION PROJECT - Caltrans detouring the far right lane at the Rancho Bernardo Road on-ramp into the median lanes and around the Bernardo Center Drive Bridge - Signs will be posted - Detours will remain in place until approximately June 2008 - For more information, call (866) 890-1397 or visit [www.dot.ca.gov/dist11](http://www.dot.ca.gov/dist11)



#### I-15

9:00 PM to 5:00 AM

In both directions at Hwy-78 - Paving expected to intermittently block lanes - scheduled 9pm-5am

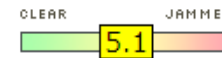
## Traffic Hotspots

[All Hotspots](#)



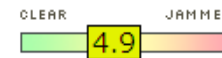
#### Hwy-75 - Northbound

I-5 to I-5



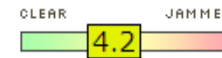
#### I-5 - Southbound

Hwy-905 to San Ysidro Border Crossing



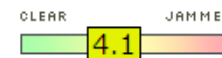
#### I-5 - Northbound

San Ysidro Border Crossing to Hwy-905



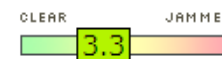
#### Hwy-54 - Westbound

End Of Frwy to I-5



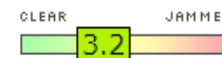
#### Hwy-78 - Eastbound

I-5 to I-15



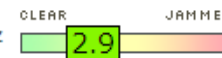
#### I-15 - Southbound

Hwy-78 to Hwy-52



#### I-8 - Westbound

Lake Jennings Park Rd to Nimitz Blvd/Sunset Cliffs Blvd



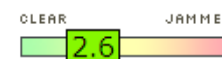
#### Hwy-54 - Eastbound

I-5 to End Of Frwy



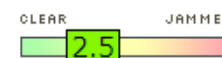
#### Hwy-78 - Westbound

I-15 to I-5



#### I-5 - Northbound

Hwy-78 to Hwy-76



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Get on the road to better value

## Includes:

Alerts (weather, Amber alerts, air quality)

Critical road work

Major Mass Transit problems

Top 10 Key route hotspots

Better Weather

NAVTEQ

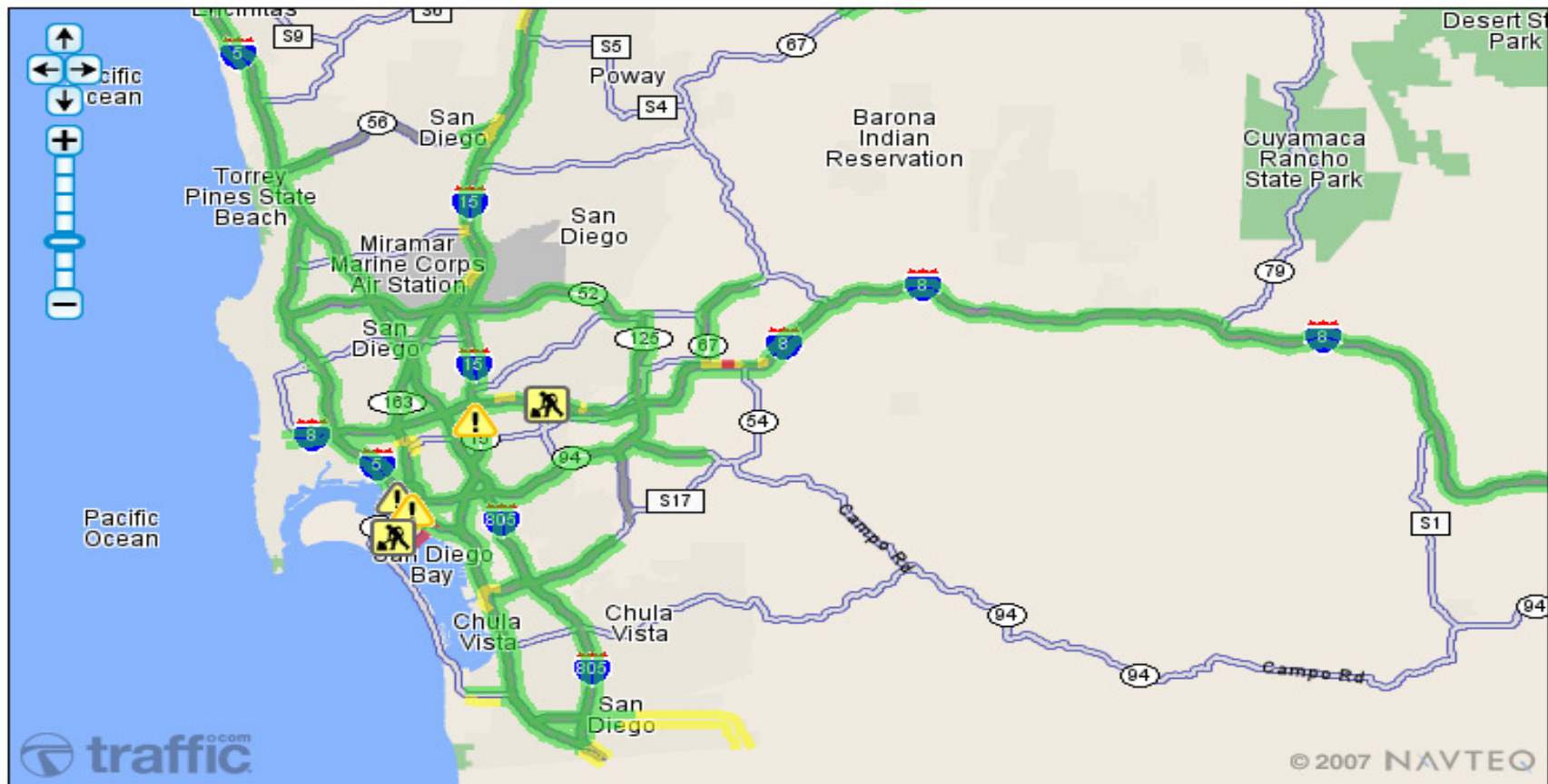


# Larger, Custom Mapping Options



[Summary](#) | [Map](#) | [Incidents](#) | [Events](#) | [Roadwork](#) | [Mass Transit](#) | [Weather](#)

## ➔ San Diego Area Traffic Map



# Enhanced Branding & Revenue Opportunities

Integrated  
Masthead-Station  
Branding



news  
kxjz

90.9 Sacramento  
90.5 Tahoe City  
91.3 Stockton  
88.1 Quincy

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## San Diego Area Hotspots

Sort by:  


[? What is a Jam Factor?](#)

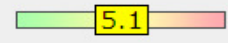
Road Name

Jam Factor

Tools

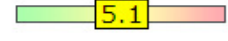
CLEAR JAMMED




 [Hwy-75 - Northbound](#)  
I-5 To I-5




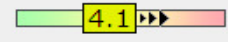
Alert me:   

 [I-5 - Southbound](#)  
From Hwy-905 To San Ysidro Border Crossing




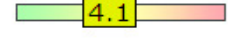
Alert me:   

 [Hwy-75 - Southbound](#)  
From I-5 To I-5




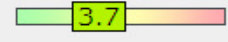
Alert me:   


 [I-5 - Northbound](#)  
From San Ysidro Border Crossing To Hwy-905



Alert me:   

 [Hwy-54 - Westbound](#)  
From End Of Frwy To I-5



Alert me:   

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# JamCast Graphics and Audio



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LINCOLN A  
CHULA VISTA  
BONITA  
JAMCAST  
TELEGRAPH CANYON RD  
5  
805  
75  
125  
54  
L ST

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<http://www.traffic.com/San-Diego-Traffic/San-Diego-Traffic-JamCast.html>

# “My Custom Drives” At-A-Glance



90.9 Sacramento  
90.5 Tahoe City  
91.3 Stockton  
88.1 Quincy
















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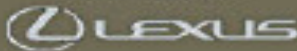
You are here: [mytraffic.com](#) > my drives

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Sort drives by: [Jam Factor](#) [add a drive +](#)

|  |   |   |   |   |
|--|---|---|---|---|
| <a href="#">Work to Home</a>           | <p>JAM FACTOR<sup>SM</sup> REPORT</p> <p>CLEAR SLOW JAMMED</p> <p>0.1</p> | <br>ALERT ME  | <br>EMAIL THIS   | <br>EDIT DRIVE   |
| <a href="#">Home to Work</a>           | <p>JAM FACTOR<sup>SM</sup> REPORT</p> <p>CLEAR SLOW JAMMED</p> <p>7.8</p> | <br>ALERT ME | <br>EMAIL THIS | <br>EDIT DRIVE |
| <a href="#">Work to Airport</a>        | <p>JAM FACTOR<sup>SM</sup> REPORT</p> <p>CLEAR SLOW JAMMED</p> <p>5.5</p> | <br>ALERT ME | <br>EMAIL THIS | <br>EDIT DRIVE |
| <a href="#">Work to Daycare</a>        | <p>JAM FACTOR<sup>SM</sup> REPORT</p> <p>CLEAR SLOW JAMMED</p> <p>3.6</p> | <br>ALERT ME | <br>EMAIL THIS | <br>EDIT DRIVE |
| <a href="#">Work to shore house OC</a> | <p>JAM FACTOR<sup>SM</sup> REPORT</p> <p>CLEAR SLOW JAMMED</p> <p>0.2</p> | <br>ALERT ME | <br>EMAIL THIS | <br>EDIT DRIVE |

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# My Traffic™ Reports and Alerts

## ■ E-mail Alerts

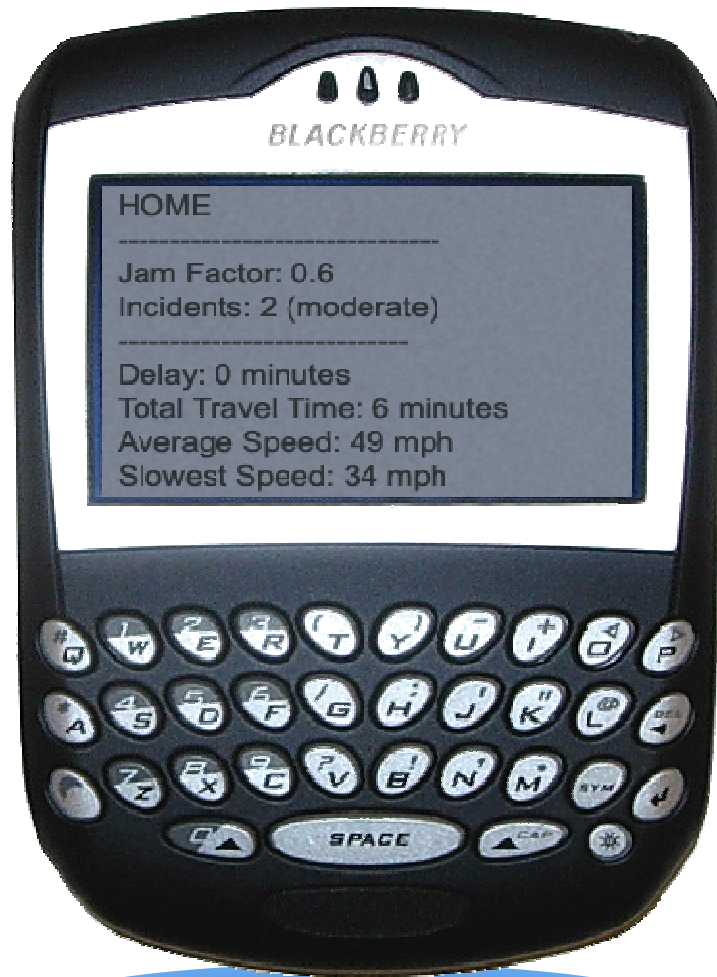
- Scheduled update on current road conditions
- Alerts sent based upon custom user criteria

## ■ Scheduled Updates

- Sent at pre-defined times
- Contains summary of commuter selected routes



# Text-based Email Alert



## Example:

for Pat Osborne

Wednesday January 25 05:15 PM EST

Co-branded with KPRI

**This your KPRI-FM personal traffic alert  
Work to Home**

-----  
**Jam Factor: 6.9**

**Incidents: 1 (severe) 6 (moderate)**

-----  
**Data for Drive segments covered  
by our digital sensors:**

-----  
**Delay: 17 minutes**

**Total Travel Time: 58 minutes**

**Average Speed: 47 mph**

**Slowest Speed: 28 mph**



# Traffic.com Wireless Web Service (WAP)

## Listeners get their real-time custom routes for San Diego Traffic on hand held devices!

- Local Hotspots, All Roads, personalized routes
- Incident Details, Travel Times, Delays
- Personal Drives for registered users



# Voice Alert

## KPRI-FM Branded Sponsorship

“Traffic.com. **Welcome to your KPRI-FM personal traffic service.** Your drive called ‘Home’ has a Jam factor of 8.2, the travel time is 49 minutes with a delay of 30 minutes ... Just say repeat, details, alternates, or help me with something else.”

OutboundCall.mp3





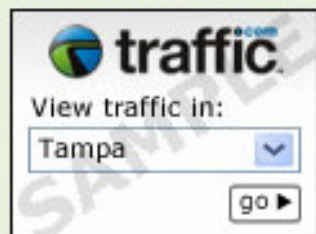
# Traffic Magnets™

- Dynamic Traffic Content for your Web Site for Game Day, Concerts, Events
  - Traffic Magnets-provide a reason to drive visitors / users to your websites
  - Customizable, at-a-glance traffic data for the **SAN DIEGO** area

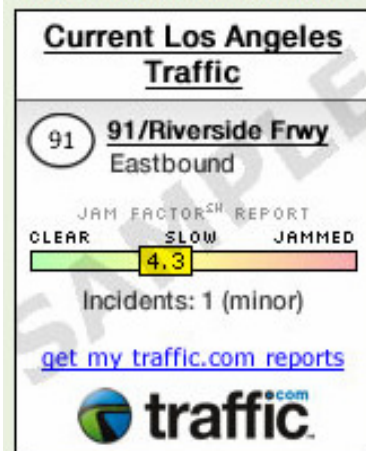
Choose from 16 different background colors:



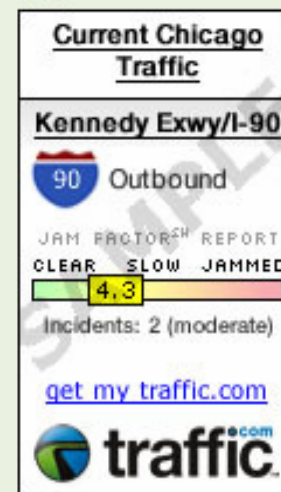
Traffic Summary Magnet  
120px wide by 90px high



Wide Skyscraper Magnet  
160px wide, up to 480px high\*



Narrow Skyscraper Magnet  
120px wide, up to 515px high\*



Hot Spots Magnet  
120px wide by 150px high



# Weather Channel Weather Creates Local Traffic



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## San Diego Area Weather



**Fair**  
**75° F**

Current conditions as of 11:51 AM

**High: 78° F**  
**Low: 65° F**








- [Airport Conditions](#)
- [Interstate Forecast](#)
- [Precipitation Map](#)

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### Five Day Forecast

| Friday  | Saturday  | Sunday  | Monday  | Tuesday   |
|---|---|---|---|---|
| Sunny   | Partly Cloudy   | AM Clouds/PM Sun  | Sunny   | Sunny   |
| High: 77° F<br>Low: 64° F   | High: 76° F<br>Low: 62° F   | High: 72° F<br>Low: 61° F   | High: 69° F<br>Low: 60° F   | High: 71° F<br>Low: 61° F   |
|  |  |  |  |  |



Did you know  
that **03:55:39 PM**





**Take The Right Turn With Us**

**Questions?**

**Thank You !**

Richard Turkheimer

Manager of Affiliations / West

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(office) 336-723-4542

(cell) 504-390-1022



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- ..\..\Desktop\KGTV\_Fly2.avi

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